

Rep Order# 9821872 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/18/2012 1:04 PM
Last Received: 09/18/2012 12:37 PM
Showing Buylines: All Lines

1 of 3

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product OHIO FAMILIES UNITED
Estimate# 1641
Buyer Michele Certo
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
904 PENNSYLVANIA AVENUE SE, #2
WASHINGTON, DC 20003
Agency C/P1/P2/E 383/403/1641
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

OHIC FAMILIES UNITED *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW POLITICAL ORDER - PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	7A-8A	GD MRN CINN@7	:30	\$400.00	09/19-09/19	1 P1	1	1	\$400.00	
	2	TH	7A-8A	GD MRN CINN@7	:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
	3	F	7A-8A	GD MRN CINN@7	:30	\$400.00	09/21-09/21	1	1	1	\$400.00	
	4	M	7A-8A	GD MRN CINN@7	:30	\$400.00	09/24-09/24	1	1	1	\$400.00	
	5	TU	7A-8A	GD MRN CINN@7	:30	\$400.00	09/25-09/25	1	1	1	\$400.00	
	6	TH	8A-9A	LITTLE HOUSE	:30	\$300.00	09/20-09/20	1 P1	1	1	\$300.00	
	7	M	8A-9A	LITTLE HOUSE	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
	8	TU	8A-9A	LITTLE HOUSE	:30	\$300.00	09/25-09/25	1	1	1	\$300.00	
	9	SA	2P-3P	LAW&ORDER CI	:30	\$200.00	09/22-09/22	1 P3	1	1	\$200.00	
	10	SU	2P-3P	LAW&ORDER CI	:30	\$300.00	09/23-09/23	1	1	1	\$300.00	
	11	TH	10P-1035P	LOCAL12 NWS@10<	:30	\$650.00	09/20-09/20	1 P1	1	1	\$650.00	

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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	12	SA	10P-1035P	LOCAL12 NWS@10<	:30	\$650.00	09/22-09/22	1 P1	1	1	\$650.00	
	13	M	10P-1035P	LOCAL12 NWS@10<	:30	\$650.00	09/24-09/24	1	1	1	\$650.00	
	14	TU	10P-1035P	LOCAL12 NWS@10<	:30	\$650.00	09/25-09/25	1	1	1	\$650.00	
	15	SA	1035P-1105P	TWO&HF MN WK B<	:30	\$400.00	09/22-09/22	1 P1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 15 / \$6,400.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$6,400.00

Sales Totals: 15 / \$6,400.00

Station Totals: 15 / \$6,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$213,333	CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPO	29%
		WKRC	29%	WLWT	22%	WSTR	3%	WXIX	14%		

---COMPETITIVE COMMENTS---

WKRC = 61750

EKRC = 6400

WCPC = 60575

WLWT = 45950

WXIX = 29600

WSTR = 5950

TTL = 210225

Books null

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Estimate# 1641
Buyer Michele Certo
Phone#
Fax#
Demos RA35+

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WASHINGTON, DC 20003
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Hiatus Weeks

Rep Firm
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Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Spot Manager: All, 09/19/12-09/25/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Ohio Families United

Agency: New Media Firm

Station: EKRC-TV

Order: 57411

Line: 1

09/19/12 day	7:58:56 AM	:30	\$400.00	7a Good Morn Cincinnati 7a-8a		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$400.00					1	

Line: 2

09/20/12 day	7:42:00 AM	:30	\$400.00	7a Good Morn Cincinnati 7a-8a		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$400.00					1	

Line: 3

09/21/12 day		:30	\$400.00	7a Good Morn Cincinnati 7a-8a		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$400.00					1	

Line: 4

09/24/12 day		:30	\$400.00	7a Good Morn Cincinnati 7a-8a		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$400.00					1	

Line: 5

09/25/12 day		:30	\$400.00	7a Good Morn Cincinnati 7a-8a		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$400.00					1	

Line: 6

09/20/12 day	8:07:33 AM	:30	\$300.00	M-F 8a-9a	8a-9a	OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$300.00					1	

Line: 7

09/24/12 day		:30	\$300.00	M-F 8a-9a	8a-9a	OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$300.00					1	

Line: 8

09/25/12 day		:30	\$300.00	M-F 8a-9a	8a-9a	OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$300.00					1	

Line: 9

09/22/12 day		:30	\$200.00	Sa 12p-6p	(2:00:00 PM-3:00:00 PM)	OHIO FAMILIES UNITED 1641	P-3	1	MWASH
			\$200.00					1	

Line: 10

09/23/12 day		:30	\$300.00	Su 12p-7p	(2:00:00 PM-3:00:00 PM)	OHIO FAMILIES UNITED 1641	P-3	1	MWASH
			\$300.00					1	

Line: 11

09/20/12 day	10:06:56 PM	:30	\$650.00	M-F 10p Local 12 News 10p-1035p		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$650.00					1	

Line: 12

09/22/12 day		:30	\$650.00	M-Su 10p Local 12 News 10p-1035p		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
			\$650.00					1	

Line: 13

09/24/12 day		:30	\$650.00	M-F 10p Local 12 News 10p-1035p		OHIO FAMILIES UNITED 1641	P-1	1	MWASH
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Agency: New Media Firm
Station: EKRC-TV
Order: 57411
Line: 13

				\$650.00							1	
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Line: 14

09/25/12 day		:30		\$650.00		M-F 10p Local 12 News	10p-1035p	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
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				\$650.00							1	
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Line: 15

09/22/12 day		:30		\$400.00		Sa 1035p-1105p	1035p-1105p	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
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				\$400.00							1	
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				\$6,400.00							15	
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				\$6,400.00							15	
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				\$6,400.00							15	
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				\$6,400.00							15	
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				\$6,400.00							15	
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[Filtered by:] [Sorted by: Station]